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Editorial Page

Guidances 409 and 410, Communist War Threats and Communist
"Peace and Disarmament" Propaganda and THE BERLIN CRISIS AND
ITS INTERNATIONAL IMPLICATIONS obviously deal with the most
urgent problems of today and the immediate foreseeable future; their



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Briefly Noted

Captive Churches - See Guidance #406. It is reported that the Soviet Zone Evangelical Bishops have protested to Otto Grotewohl, Chairman of the Soviet Zone Council of Ministers against the stopping by the People's Police of Bishop Krummacher's visit to Berlin. This was the third East German move within a week aimed at strangling the Evangelical Rally planned simultaneously for East and West Berlin.

Kremlin Further Extends the Death Penalty - See Guidance #387. On 1 July, the Presidium of the Supreme Soviet of the USSR issued a law, replacing that of 6 May 1961, adding large-scale currency speculation, or smaller scale speculation following a previous conviction, to the list of crimes punishable by death. (Other crimes previously punishable by death under the 6 May and earlier decrees were also listed, with the exception of the terrorization of prison camps by confirmed or dangerous criminals; this last was not mentioned.)

Czech Airliner Crashes. On 12 July, a Czech airliner on its way from Prague to Conakry crashed in flames at Casablanca. On board, were 24 Russians, including Soviet air instructors, 18 Czechs, 6 East Germans and one Chinese. Litter found near the plane included a book on Cuba's struggle against "demons", propaganda leaflets and a history of African slavery. This was part of a cargo of Communist documentary films and pamphlets for distribution in Africa. We point out that under the guise of bringing friendly help to developing African nations, the Communists pursue their main objective which is to subvert the minds of the people so as to instill further discontent until such time as they can kindle their own revolution which will overthrow the present nationalist leaders of African countries. The Communists have never been interested in fostering national aspirations but are intent in creating Communist states which will be subservient to Moscow or Peking.

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17 July 1961

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406. Communism and Religion - The Captive Church



Background: The recent convening in Prague of a "Christian Peace Conference" is illustrative of the total cynicism of the Communist assault on religion in the name of scientific atheism. In Poland, in East Germany and in Russia itself there is ample evidence that the Communists have deliberately set out not to destroy religious organizations and denominations but to subvert them. The effort is to sever all denominational and organizational ties with the West, while at the same time directing the spiritual motivation of priest and layman toward acceptance of Communist dogma. The Russian Orthodox Church offers an excellent example of this. In return for comparative freedom from interference with normal religious activity, in marked contrast to the brutal suppressions directed against Muslims, Roman Catholics and Protestant sects - the hierarchy of the Russian Orthodox Church follows closely the Communist line of the superiority of life in Russia. Quite recently, Alexei, Patriarch of the Russian Church, toured the Eastern Mediterranean, openly seeking to assert the leadership of the Russian Church in Orthodox circles and at the same time promoting the straight Communist line. In East Germany, a protracted struggle has been taking place between the Ulbricht Regime and the Evangelical Church to force severance of the Church's ties with West Berlin and West Germany and to enforce the dominance of the East German State. In Poland, unsuccessful in their efforts to bring the Roman Catholic Church to heel, the Gomulka administration organized and keeps promoting the Polish National Catholic Church, completely under the thumb of the State.

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407. The Uruguayan Conference and the Alliance for Progress

Background: The Inter-American Economic and Social Council (IA-ECOSOC) of the Organization of American States (OAS) will hold an extraordinary session at Punta del Este, Uruguay, beginning on 5 August, to discuss specific steps in implementing the September 1960 Act of Bogota and the Alliance for Progress program (See Bi-Weekly Propaganda Guidance Item #368, Issue #62, dated 27 March 1961, and Item #388, Issue #66, dated 22 May 1961).

Delegations from 20 of the 21 American Republics are expected to attend, including probably Cuba but excluding the Dominican Republic. Invitations to send observers have also been extended to Canada, the West Indies and the members of both the European Economic Community and the European Free Trade Association and also to Japan and Spain.

The meeting will discuss procedures and machinery required to plan social and economic development projects. The Act of Bogota of September 1960 assigned to IA-ECOSOC the task of holding annual meetings, of which the August one in Uruguay is the first, to analyze and discuss the progress of member states in these fields as well as to make plans for the future. On 14 March 1961, President Kennedy announced his Alliance for Progress plan in a speech to Latin American diplomats and their wives at the White House in Washington, D.C. One month later, in an address to the Council of the OAS, also in Washington, he suggested that the IA-ECOSOC meeting be the means by which the Alliance for Progress be implemented. Plans for the IA-ECOSOC meeting in Uruguay have been developed over the last three months. The agenda was approved by the Council of the OAS on 28 May 1961. It deals with the following broad topics: economic and social development planning, Latin American economic integration, export commodity market problems and procedures for annual review of progress and for information and public relations. The OAS Secretariat, the IA-ECOSOC and the Inter-American Development Bank have cooperated in providing a planning staff consisting of economists from throughout the hemisphere to handle the agenda of the meeting and, it is expected, to comprise a permanent "planning for progress" staff. The US Ambassador to the United Nations, Adlai Stevenson, traveled through Latin America in June 1961, on behalf of President Kennedy, interviewing Latin American leaders concerning the plans for the August meeting. He reported general agreement and considerable enthusiasm for the Alliance for Progress concept.

The United States delegation to the meeting at Punta del Este will be headed by Secretary of the Treasury Douglas Dillon. It is expected that other member countries will also be represented at the ministerial level. President Kennedy has been invited to attend by the government of Uruguay, but has not yet announced his decision.

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Background: 1960 marked an upsurge in the Soviet production of books in non-bloc languages in a program to export to other countries, particularly the underdeveloped ones, a prejudiced, limited and falsified picture of the world. In 1955-1956 the Communists began a concerted attack on underdeveloped countries to penetrate schools, libraries, and other facilities devoted to knowledge, with books which paraded as the normal, respectable work of educators, scientists and scholars. While some of the books are objective texts, for example scientific, the rest (including language books) carry material slanted to support the Soviet point of view and institutions and anti-American and anti-religious themes in an increasingly militant vein. The program devotes a growing proportion of books to children, with the aim of creating a demand for Soviet books among them and suggesting shared, common interests with Communists.

The Soviet program was stepped up by nominal increases of about 5% until 1960 when the completion of new publishing facilities made a 33 1/3 percent increase possible to take care of the "increasing demands" for foreign language publications resulting from their Soviet "broadening of cultural ties and trade contacts." The Soviet program in 1960 amounted to 40 million books in non-Bloc languages published in the USSR and 100 million books published abroad by Communists or pro-Communists under contract to Soviet organizations for local distribution. The Satellites and Communist China further increase this already substantial and cumulative effort. Communist China, for example, which has placed great emphasis on the expansion of its foreign publishing facilities, produced between 10 and 13 million books in foreign languages, and its export firm Guozi Shudian of Peking has contracts with an unknown number of local publishing houses. While the heaviest production is in the so-called international languages (English, German and French), the scope of publishing covers some 30 languages, seven of which were added in 1960.

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17 July 1961

409. Communist War Threats and Communist "Peace and Disarmament"25X1C10b Propaganda

Background: During the last several years, Khrushchev & Co. have been proclaiming "peaceful co-existence" and have promoted various disarmament schemes, from a ban on nuclear weapons and an "atom-free" zone in central Europe (Rapacki Plan) to Khrushchev's grandiose "universal and total disarmament" proposal, submitted to the UN General Assembly last fall. Moreover, the Soviet Government took certain unilateral initiatives -- e. g. unilateral cessation of nuclear tests, reduction of military manpower, and so forth. The political and psychological impact of these moves was vastly enhanced by the fact that the Soviets gave very little publicity to their defense measures, armament production, tests, etc., while the free press and other media of the Western world provided full -- and often sensationalized -- news, pictures and commentaries about the arms, military research and plans of the US and of the other NATO powers. All this facilitated intensified propaganda campaigns for peace and disarmament, increasingly carried out not only by the Communist-controlled WORLD PEACE COUNCIL and its national and local affiliates, but also supported by non-Communist organizations such as the US "National Committee for a Sane Nuclear Policy," the British "Committee for Nuclear Disarmament" and several other, similar groups. Khrushchev's ostensible posture on these vital peace and disarmament issues gained also considerable support from neutral and non-aligned governments. Prominent among the latter is India -- which also hopes to secure continued Soviet support against the aggressive intensions of Communist China.

Even though his foreign policies in past years were not actually peaceful, either (Red Army suppression of the Hungarian revolution, threat of armed intervention in the Suez affair 1956 and in the Iraq-Lebanon crisis 1958, "bomb rattling" over the U-2 incident and over Cuba, etc.) his most recent threats of using armed force -- in order to end the freedom of West Berlin, formally guaranteed by all NATO powers -- are even more ominous. His latest moves in this direction are increase of the open Soviet military budget by more than 3 billion dollars, revocation of all military manpower cuts, the spectacular fly-past of an entire galaxy of new, advanced models of supersonic jet aircraft, as well as his unwillingness to negotiate in good faith on either the nuclear test ban or the neutrality of Laos, delivery of MIG jet planes to Cuba, and so forth.

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410. THE BERLIN CRISIS AND ITS INTERNATIONAL IMPLICATIONS

NOTE: This guidance has been prepared p r i o r to definite policy decisions on the free world's policy countering recent Communist moves, in order to give assets in all areas sufficient general guidance for the treatment of this crucial subject.

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Background: Germany was a focal point for Communist efforts even before the October revolution. Lenin and his associates were convinced that, in line with the doctrines of Marx, a proletarian revolution could win only in an industrially advanced country. When they succeeded, nevertheless, in seizing power in Russia first, they continued to feel very strongly that the future of their regime depended upon a successful revolution in Germany. The Soviet regime, therefore, sponsored no less than three armed uprisings in Germany (1919, 1921, 1923) and made persistent, desperate efforts to bring that country into her fold. Only after Lenin's death did Stalin accept "Socialism in one country": but the German Communist Party remained the strongest CP outside Russia until Hitler smashed it in 1933 - a total defeat from which it has never recovered.

World War II and its aftermath added to these ideological and historical motivations three weighty reasons for Soviet-Communist preoccupation with Germany and Berlin: (1) Soviet leaders and masses have not yet forgotten the impact of Hitler's invasion; (2) the East German Communist puppet regime can apparently not be successfully stabilized as long as the contrast between East and West Berlin demonstrates the inferiority of the Communist regime and permits a steady stream of East Germans (over 3 million since 1949, including many thousands of qualified workers, professional people, farmers and young men of military age) to escape the clutches of Ulbricht's inept and brutal dictatorship; (3) Khrushchev and other Communist leaders apparently feel the time ripe for another expansionist thrust against free Europe (Communism has made no progress in Europe since the failure of the Berlin blockade in 1949) and consider Berlin, an isolated island of freedom 110 miles behind the Iron Curtain, the most promising point of departure for forcing the West into retreat or into acceptance of Communist terms.

Since November, 1958, a series of diplomatic notes, speeches, propaganda barrages and "ultimata" from Moscow has reopened the Berlin question, dormant since the Soviets suffered one of their worst cold war defeats when their blockade of West Berlin failed (thanks to the Allied airlift and the steadfast morale of the Berliners). The end of 1961 is the ultimate deadline and there is an increasingly ominous military threat (see Guidance #409).

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Approved For Release 2001/11/16 : CIA-RDP78-03061A000100040003-5

NUMBER 70

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Item #406 - See Briefly Noted Page.
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Item #408 - See ATTACHMENT: "Growth of Book Publishing in the Sino-Soviet Bloc"

Item #410 - Also see Item #409, this issue.

Corrections to Bi-Weekly #69, Attachment to Item #404:

Page 1, line 47: should read, "other hand, these countries all had a good idea..."

Page 2, line 5: should read, "attack on Poland, and in fact the Nazis attacked on 1 September. Although Molotov..."

Page 2, line 10: should read, "...quid pro quo for giving Hitler what he considered..."

Page 2, line after 41 was omitted. Should read, "Count von der Schulenburg, 'and the representatives of the states friendly with the Soviet Union' were shown 'definitely preferential treatment' by being seated at the main table with Molotov and Mikoyan, while 'the representatives of England and France and other countries' were placed at side tables."

Page 2, line 47: should read "was to be a staking out of a sphere of influence..."

Page 2, line 52: should read, "...make Hitler order the preparation of "Operation Barbarossa" on 22 December 1940."

CROSS-INDEX

- 406. Communism and Religion - The Captive Church - E, U.
- 407. The Uruguayan Conference and the Alliance for Progress - D, P, S.
- 408. Communists Exploit Book Needs of Underdeveloped Countries - A, E, U.
- 409. Communist War Threats and Communist "Peace and Disarmament" - E, U.
- 410. THE APPROVED FOR RELEASE 2001/11/16 : CIA-RDP78-03061A000100040003-5
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GROWTH OF BOOK PUBLISHING IN
THE SINO-SOVIET
BLOC

GROWTH OF BOOK PUBLISHING IN THE SINO-SOVIET BLOC

1960

TABLE OF CONTENTS

	<u>PAGE</u>
SUMMARY.	1
INTRODUCTION	11
I. TRENDS AND NEW DEVELOPMENTS.	1
Textbooks for Under-Developed Countries.	1
The Anti-American Theme.	1
The Anti-Religious Campaign	2
Growing Militancy in Communist Books	2
Books for Children	3
Books on Music, Art, Theater, etc.	4
II. BOOKS PUBLISHED ABROAD FOR THE BLOC	6
III. DISTRIBUTION AND PROMOTION	8
Distribution Techniques.	8
Promotional Devices.	8

- 1 -

SUMMARY

Most of the growth in the output of Communist books in 1960 relates to the circulation of books in under-developed areas. There were, moreover, indications that the program to penetrate under-developed areas is of a long-range nature. Many of the books published were concerned with education and Russian language study. The Soviet Union increased its output in non-Bloc languages from thirty million to forty million, a large percentage of which were textbooks for under-developed countries. The languages showing the largest gains were English--up 50% to 14.6 million; French--up 100% to 5.5 million; Spanish--up 130% to .7 million; Arabic--up 75% to .2 million and Indonesian--up 200% to .03 million. Seven new languages were added: Farsi, Farsi-Kabul, Tamil, Tagalog, Panjabi, Amharic, and Burmese. The Chinese Communists published from about 1/4 to 1/3 as many books in non-Bloc languages as did the Soviet Union.

While the Sino-Soviet Bloc concentrated its efforts on production of language books and textbooks there was no decline in propaganda and ideological books. The propaganda content was heavier and the ideological tone apparently more militant. There was an increase in books by Marx, Engels, and Lenin, and propaganda books by new Soviet authors concurrent with a decline in literary works by Russian classical authors--L. Tolstoy, Dostoevski, and Turgenev. Anti-American themes were stronger than in recent years. Many books were published which were designed to undermine Western unity. And the Soviets initiated an anti-religious campaign with a number of books in the French language attacking Christianity.

Despite the magnitude of the publishing program of the foreign languages publishing houses in various Bloc countries the majority of the millions of copies of books the Sino-Soviet Bloc distributes throughout the world is published by local publishers in various countries under contract with such export organizations as Mezhdunarodnaya Kniga of Moscow and Guozi Shudian of Peking. The lists of Communist books available in various countries generally contain about three titles published by indigenous Communist or pro-Communist publishers to one title published within the Bloc. Some indication of the scope of these operations is given occasionally. The Soviet Union claims that it has about 100 million copies published abroad each year--two and a half times the figure of 40 million published inside the USSR.

INTRODUCTION

The output of books by the Soviet Union in non-Bloc languages increased in 1960 by about one-third over 1959. This compares with an annual average increase of less than five percent over the past several years. The sudden upsurge in 1960 is probably the result of new production facilities which it is believed were completed in 1959. In any event in 1959, the Soviets reported that new facilities which were under construction at Kriukov (22 miles NW of Moscow) would "allow complete fulfillment of the needs in publishing of literature in foreign languages which could only be half met by former typesetting facilities." The additional facilities were needed, it was said, because of "increasing demands" for foreign language publications as a result of "broadening of cultural ties and trade contacts." (Table I reflects this increase.)

In addition to the overall increase of about one-third in the output of books in foreign languages, some significant aspects appear to be 1) particularly large increases in so-called international languages--English and French--which went up about 50% and 100% respectively; 2) Increases ranging from 50% to 125% over the past several years in Spanish, Arabic, and Indonesian; and 3) the addition of seven new languages--Farsi, Farsi-Kabul, Tamil, Tagalog, Panjabi, Amharic and Burmese--to the publishing program. The Soviets in 1961 plan to add Swahili to this list and expand their efforts in Amharic. These developments appear particularly important because they all are related to the increased circulation of Communist subsidized books in under-developed areas.

Other Communist Bloc countries also have large-scale publishing programs in foreign languages although less information is available on their activities than those of the USSR. It is estimated that the Chinese Communists publish about five or six hundred titles annually, each title appearing in an average of 20,000 copies. Books appear in fifteen or sixteen foreign languages. Heavy reliance is placed on books in English. For example a 1960 English-language catalogue of Guozi Shudian (International Book Trade) Peking, lists 264 titles. North Korea claims that in 1960 its Foreign Languages Publishing House turned out 811,700 copies of books which were distributed in 90 countries. And the Czechoslovak foreign languages publishing house Artia in 1960 published 250 books in two million copies. Sixteen foreign languages were represented.

In addition to books in foreign languages the Bloc countries also export large quantities of books in their own languages. Particular targets are emigrant groups.

- iii -

TABLE I

BOOK PRODUCTION OF THE SOVIET UNION PRIMARILY FOR CIRCULATION OUTSIDE OF THE
SINO-SOVIET BLOC -- 1958-59-60¹

Language	No. of Titles			No. of Copies		
	1958	1959	1960	1958	1959	1960
German ²	173	191	221	12,677,300	17,206,900	18,488,500
English	258	308	373	11,560,600	9,974,250	14,602,600
French	117	151	178	2,329,000	2,348,200	5,491,500
Bengali	17	22	29	217,500	170,500	125,000
Spanish	32	47	87	149,700	313,800	735,500
Hindi	19	23	37	146,800	130,600	185,400
Arabic	13	19	38	81,500	125,700	211,600
Finnish	25	2	30	55,500	13,500	unknown
Persian	7	13	14	44,600	80,100	48,500
Urdu	9	17	26	38,000	54,300	60,000
Dutch	5	7	5	28,400	43,200	20,000
Swedish	4	9	6	17,000	44,000	40,000
Esperanto	1	1	None	10,000	15,110	None
Japanese	2	3	3	9,500	10,500	12,500
Kurdish	4	8	6	4,000	8,000	5,500
Norwegian	1	None	1	2,500	None	2,500
Italian	None	3	1	None	26,000	10,000
Serbo-Croat	None	2	2	None	13,000	10,000
Portuguese	None	1	None	None	6,000	None
Greek	None	1	None	None	2,000	None
Turkish	None	1	None	None	1,000	None
Indonesian	None	1	4	None	10,000	34,500
Farsi	None	None	2	None	None	4,500
Farsi-Kabul	None	None	2	None	None	1,700
Tamil	None	None	3	None	None	10,900
Tagalog	None	None	1	None	None	3,000
Panjabi	None	None	1	None	None	1,200
Amharic	None	None	1	None	None	500
Burmese	None	None	4	None	None	8,000
TOTAL	687	830	1,075	27,371,900	30,596,660	40,113,400

¹Books of 50 pages or more.²While this includes books for distribution in East Germany it is believed that the portion going to that country is quite small. This is based on the number of books the Soviets publish in the languages of the other Satellites. The latest available figures are for the year 1958 (all figures in thousands): Albanian 2; Bulgarian 100; Hungarian 374; Polish 243; Rumanian 36; and Czech 129. Additionally East Germany would not necessarily require books from the USSR since it has the largest book industry of any of the Satellites.

- 1 -

I. TRENDS AND NEW DEVELOPMENTS

Textbooks for Under-Developed Countries

In 1960 the Soviet Union initiated a large-scale program of publishing textbooks in foreign languages for under-developed countries. Although in the past some Soviet textbooks have been published in foreign languages by local publishers in various countries, 1960 was the first year in which Soviet publishing houses entered this field. The books varied from objective textbooks on scientific subjects to those with varying freights of direct or indirect propaganda and indoctrination. Books in the former class included Electrical Engineering by A. Kasatkin and N. Perekalin; Textbook on Physiology edited by K. Bykov, and Theoretical Physics by A. Kompaneyets. At the other end of the scale were such books (many of them with collective authorship) as Fundamentals of Marxist Philosophy, Fundamentals of Marxism-Leninism, and History of the Communist Party of the Soviet Union. Most of the remaining books were heavily slanted toward support of Soviet institutions or weighted toward the Soviet point of view. The following were some textbooks in this class: History of the USSR, The History of the Ancient World, International Law, and Economic Geography of the USSR. The size of the editions varied considerably. Thus English, Spanish and French editions ran from 20,000 to 40,000 while Arabic editions ran to about 5,000 copies. This program appears to be expanding. The 1961 schedule calls for the publication of over thirty textbooks in English alone. According to Soviet sources they will be mainly for students of secondary and higher schools in under-developed countries and will include such subjects as electronics, theory of physics, structure of atoms and molecules, electrical machines, organic chemistry, and medicine.

The long-range plans of the Bloc also were underscored by an expansion in the output of language study books and textbooks for foreign countries. The Soviet Union put out books to promote the study of the Russian language abroad. These included 40,000 copies of Easy Russian and 50,000 copies of Russian Language, Elementary Course, both for English-speaking people, and Russian textbooks for Arabs, Greeks, Vietnamese and Pushtu and Hindi-speaking students. And the 100,000 subscribers of the Moscow News (published in English and French) got without charge a copy of Learning Russian. The Chinese Communists published English, Russian and German editions of Modern Chinese Reader for foreigners studying Chinese, as well as English-Chinese Conversation, German-Chinese Conversation and French-Chinese Conversation.

The Anti-American Theme

The types of books put out by the Bloc were wide and impressive, ranging from theoretical works by the founders of Communism to innocuous children's books. Some features were added, however, to the usual output of foreign language books by the Bloc. One of the most important was Soviet publication of a number of books with strong anti-American themes. Some of these books were published during the period of the "Sino-Soviet split" and before the breakdown of the Paris summit meeting in May, 1960.

- 2 -

Many were designed to create cleavages in Western unity. Previously, this type of propaganda was generally used in radio broadcasts, pamphlets, periodicals, etc., but not in books. For example a book entitled The American Monopolies in the World Capitalist Market by S. Menshikov (a Communist writer) according to Soviet sources, "examines such aspects of U. S. foreign trade policy as dumping, super-protectionism, the demineering attitude in respect to other capitalist countries, and trade discrimination against the socialist camp." The Basic Problems in Latin America "expose the essence of so-called American anti-colonialism." Late in 1960 books were published which gave the Soviet line on the collapse of the summit meeting, the U-2 and RB-47 incidents, etc.

As they have been doing for a number of years, the Chinese Communists also put out a number of books with strong anti-American themes such as Oppose U. S. Occupation of Taiwan, Oppose U. S. Military Provocations in the Taiwan Straits Area and Eight Years of the Chinese People's Volunteers' Resistance to American Aggression and Aiding Korea.

The Anti-Religious Campaign

Another important development in 1960 was an assault on religion by the Soviet Union with a spate of books promoting atheism and attacking religion--particularly Christianity. Books in this vein have been published before for foreign audiences but not in such volume and variety. For example, the only book published in foreign languages on this subject in the last few years was an English edition of On Religion, by K. Marx and F. Engels. This book according to Soviet sources "theoretically substantiates atheism." Apparently no foreign language book on this subject was published in 1958 or 1959. The following are some titles that appeared in 1960: Darwinism and Religion, by G. Gurev, On Religion and the Church, by G. Plekhanov, The Origin of Christianity, by Y. Lentsman, and Modern Vatican, by M. Sheiman. As far as can be determined, all of the above books were published in the French language only.

In this connection, the Soviet Union in 1958 published in several foreign languages a book entitled Religion in the USSR, by P. Solovyev. It maintained that complete religious freedom existed in the USSR. Soviet publishers plan to publish in 1961 a photographic album, Islam Monuments in the USSR, with captions in several foreign languages.

Growing Militancy in Communist Books

It appears that in 1960 the volume of propaganda in book form increased. There was a substantial increase in the number of "Soviet Classics"--authored by M. Gorky, A. Tolstoi, M. Sholokhov, A. Fadeyev and A. Makarenko. Books in this series are often heavily laden with

- 3 -

propaganda materials. The increase in this series was at the expense of "Russian Classics," which declined sharply. Until 1960 the Foreign Languages Publishing House, Moscow, had published about 20 to 30 titles annually by classical Russian authors such as L. Tolstoy, Dostoevski and Turgenev. Whereas in 1960, only two such titles were published: Three Years by Anton Chekhov (in Urdu) and On the Eve by Ivan Turgenev (in Bengali).

Moreover the propaganda tone was more militant in other series put out by the Soviets in 1960. The number of Communist theoretical works also increased. The series, "Works by the Founders of Marxism-Leninism," contained the first six volumes of a projected forty-one volume edition of the Collected Works of Lenin which is being published in English. A number of volumes of this collection were also published in French and Spanish. Altogether about fifty books by these authors (Marx, Engels and Lenin) were published in foreign languages, compared to about thirty over the past few years. The series "Books on the Soviet Union" contained such titles as Ivanovo Outstrips Manchester (comparing the USSR's and Britain's textile industries); When the USSR Overtakes and Surpasses the USA; Economic Competition between the USSR and USA; and a host of books on the 7-year plan.

Soviet space accomplishments and propaganda on the Soviet version of atomic weapons control were emphasized in the "Natural Science and Popular Science" series by a number of books, the titles of which speak for themselves. Included were The Soviet Sputniks, Reports from the Twenty-First Century, The Cosmic Rockets, Nuclear Explosions--a World-Wide Hazard, and Soviet Scientists on the Danger of Nuclear Tests. Also in this series were books in which the propaganda was not so blatant but which nevertheless emphasized Soviet scientific accomplishments. Some of these were: The Friendly Atom and Conquering the Atom (on the Soviet atomic power industry); Earth and Sky; Interplanetary Travel; and The Universe.

Books for Children

As the foregoing program of textbook publishing implies, one of the Soviet motives is to arouse the interest of the world's youth. To achieve this objective the USSR also published a large number of books for children. These books are printed in the languages of the countries where they are to be distributed as well as in so-called international languages such as English and French. In 1960, children's books were published in more non-Bloc languages than were books in any

- 4 -

other category.¹ Of the approximately 50 titles published, twelve Free World languages were represented.² By comparison books in the series "Works by the Founders of Marxism-Leninism," appeared in nine languages and "Books on the Soviet Union" appeared in eight.

Often very attractively produced, some of these books contain no direct propaganda while others are heavily laden with it. Most books fall somewhere between these two extremes. It appears that the propaganda burden generally varies directly with the age of the children for whom the books are intended. To cite some examples: The Doughnut from the Wood with a Prickly Hood by Vitaly Bianki (from the Soviet Children's Library for Tiny Tots) is about a doughnut (actually a hedgehog disguised as a doughnut) being chased in turn by a bear, a wolf, and a fox. The simple story describes how the hedgehog fooled the bear and wolf but not the fox. Scamp and Cry-Baby (for school-age children) by V. Chaplina is a story of two bear cubs. The book tells about their life in the Moscow Zoo, their attendance at an animal kindergarten, and the experiences of one of them at a Young Pioneer camp. The Soviet Young Pioneer (for older children) describes deeds performed by members of this organization in economic construction and emphasizes their spirit of humanitarianism and self-sacrifice. Its role as a state organ is not depicted.

Other stories on the order of the above carry no direct message. But they have a Soviet setting with characters whose morality is beyond reproach. Others are not situated in any particular locale but carry a good moral theme. Thus, it appears that some children's books are published as a part of a long range plan to create a demand, or liking for Soviet books, and to suggest shared, universal interests.

Books on Music, Art, Theater, etc.

To present evidence of what the Soviets describe as the "most advanced culture in the world" a wide range of books have in the past been printed on cultural institutions and subjects. Included in this category in 1960 were Soviet Music, The Bolshoi Ballet, and The Moscow Theaters. The number of titles published in the series,

¹ There is very little information on the number of copies in which these books appeared, since most were for free distribution. The Soviets do not ordinarily reveal the number of copies printed if they are for distribution without charge. Therefore, most of the children's books published are perforce not included in Table I which lists the total recorded output of Soviet books in various languages.

² The Chinese Communists have available about the same number of titles (50) in eight Free World languages.

"Soviet Arts," however, declined in 1960, possibly because the Soviet government preferred the direct approach in advertising culture--i.e., sending artistic troupes on tours abroad. For several years the Soviets have published twenty or more books annually in the "Art Series", (renamed "Soviet Arts" in 1960) but it appears that only the three foregoing titles appeared in 1960.

The Soviets also publish a series, "Illustrated Publications," which are mostly photographic albums of various cities of the Soviet Union. They are in color and have captions in 5 languages (English, French, Spanish, German and Russian).

II. BOOKS PUBLISHED ABROAD FOR THE BLOC

Books printed in Bloc countries in foreign languages are only a fraction of the total distributed abroad. The largest percentage probably is printed in foreign countries under contract with such firms as the Soviets Union's Mezhdunarodnaya Kniga (International Book) and Peking's Guozi Shudian, the official book export organizations of the respective countries.¹ A Moscow broadcast of October 20, 1958 stated that 9,000 titles of Soviet books had been published abroad since the first of that year. The broadcast did not reveal the number of copies produced. In 1956 however, 9,000 titles were produced outside of the Soviet Union in a total of 100,000,000 copies; between 1951 and 1953, 94,000,000 copies were printed. It is likely that Bloc countries have more books printed abroad in foreign languages than they print themselves; the book catalogues of Communist or pro-Communist firms in various countries generally list more titles published by local presses than by Bloc presses. For example, the Montevideo, Uruguay firm, Ediciones Pueblos Unidos, distributes books published by its own presses, by Editoriales Varias, also of Montevideo and by the Foreign Languages Publishing House, Moscow. In the 1960 Ediciones Pueblos Unidos catalogue, only about one-third (275) of the titles by Soviet authors were published in the USSR while the balance (500) were put out by the presses of Ediciones Pueblos Unidos and Editoriales Varias. However, books by Soviet authors account for only about half of the titles listed in the catalogue. The balance is made up of books by authors from Communist China, the Satellites, Latin America, etc. It was noted that altogether the 1960 catalogue contained about 1600 titles compared to 1200 in 1958 and 800 in 1957.

The large number of titles in this catalogue by Chinese Communist, and Satellite authors--all of which were printed in Uruguay--indicates that other Bloc countries as well as the Soviet Union have a substantial number of their books printed abroad.

The most unusual publication and propaganda operation of the Bloc was that carried on by the "Seven Seas Publishing House" in East Berlin. The firm was established two years ago as an organization to publish books in English primarily for export to India and the Middle East. The publications were to consist of "the best books by German, British and American authors." The list of books available from this firm has doubled in the past two years to thirty-four, of which only three are by German authors. The books by British and American authors are mostly protest literature, or literature depicting the political, economic and social institution of the two

¹ Mezhdunarodnaya Kniga claims that it has over 800 countries in about 70 countries for the publication and distribution of literature. Guozi Shudian claims about half this many in over 30 countries.

countries in an unfavorable light. To cite some examples: All Things Betray Thee, by Gwyn Thomas, describes the life of people working in a British iron foundry, emphasizing the theme of moral decay: Morning Noon and Night, by Lars Lawrence, describes with crude sensationalism the alleged oppression of American Indians and people of Spanish descent in the southwest United States; and The American Century, edited by Maxim Lieber, is a collection of thirty-five American short stories which, according to a brochure, "depicts a different aspect of the much publicized Way of Life during the past twenty-five years--a Way of Life that is sometimes fruitful, often barren, seldom rewarding except to a few."

III. DISTRIBUTION AND PROMOTION

Distribution Techniques

The Bloc uses various methods to distribute its literature abroad. None involves the expenditure of foreign exchange by the recipient country. One method consists of shipping books on consignment to local distributors at prices substantially below those listed in the catalogue. When the books are sold payments are made to the Bloc embassy in local currency. Funds thus accumulated are used to finance additional publishing and other local communist activities. Another method is to furnish books free to the distributor who pays a certain percentage of the profits from his operation to the local Bloc embassy, Communist party or friendship society. In countries which prohibit imports of literature from Bloc countries, publishing is done by local publishers or required literature is sent via non-Bloc countries. This makes it almost impossible for a given country to prevent the importation of Communist literature without carefully scrutinizing each book shipment. For example, a four-volume edition of the Selected Works of Mao Tse-tung published in Peking is also available from publishing houses in New York, London, Bombay, Hong Kong, and Montevideo.

By making literature available at nominal prices (about one-fifth the cost of commercially priced books), by aggressive promotional methods and by publishing standard works in a wide variety of languages the Communists appear to have achieved wide distribution of their literature.

The Bloc countries have exploited the acute scarcity of books, particularly in under-developed areas. Unfortunately this shortage is growing more acute because of such factors as increasing literacy rates, high costs of book imports (and the related factor of tariff barriers), foreign exchange controls and high cost of establishing new publication facilities. As stated earlier, the Bloc Countries have circumvented these controls by the establishment of indigenous book-publishing facilities.

Promotional Devices

In addition to standard advertising techniques such as the use of billboards, ads in newspapers and periodicals, etc., the Communists have devised other methods to promote their literature. Bloc libraries maintain exchange programs with libraries in other countries which augment the Communist distribution program and bring Bloc publications to the attention of influential audiences such as teachers and students. While library exchanges are an accepted channel for the exchange of information among countries throughout the world, the scope of the Communist program indicates that it is being exploited by the Bloc

to serve their purposes. The Lenin Library in Moscow claims that it exchanges books and periodicals with 2,200 institutions and organizations in nearly 100 countries. Its clients include universities, scientific and technical institutions in Morocco, Tunisia, Egypt, Congo, Ghana, Camerouns, Guinea and many other African countries. The Lenin Library reported agreements with 1,285 institutions in 1957; 1,800 in 1958; and 2,100 in 1959. And the USSR Academy of Sciences sent over 5,000 books and magazines to 107 Indian scientific institutions, universities and libraries, receiving some 2,000 scientific works in return. The Saltykov-Shchedrin Library in Leningrad has exchange agreements with over 500 organizations in 55 countries. Similar exchanges have been reported by other libraries in the Soviet Union as well as by libraries in other Bloc countries.¹

The Bloc also engages in an extensive book presentation program in under-developed countries. For example, Soviet Charge d'affaires Kuznetsov presented 1,141 scientific books to the University of Indonesia as a gift from Khrushchev; the USSR Ambassador V. G. Yakovlev presented the Buddhist University in Kelaniya, Ceylon with 350 books as a gift from the Central Asian Lenin University in Tashkent, and the Soviet Charge d'affaires in Bagdad presented the Iraqi Education Ministry with 161 cases of books and technical instruments as a gift from the Soviet government.

Mention should also be made of book exhibits as a promotional device, particularly those held in conjunction with international trade fairs. At most of the fairs or unilateral exhibitions held by the Bloc, book exhibits form an integral portion of the overall effort.

Books exhibited at international fairs usually emphasize the cultural climate and economic achievements of the regime as opposed to theoretical and political materials. The latter, however, are listed in book catalogues on display and can be ordered. The book section of a typical Bloc pavillion at an international trade fair might cover half of the cultural area which perhaps represents one-fourth or one-fifth of the total exhibit space used. In addition

¹The large number of scientific exchanges mentioned in reports of library exchanges indicates that these are important sources of scientific literature for the Bloc. The Soviet Union reportedly spends 5 million (new) rubles annually to secure and examine 16,000 publications from all over the world. The work is done at the Institute of Scientific Information which publishes about 50 periodicals covering all the major fields of science and technology.

to the book section the cultural area usually includes a reading table with a liberal supply of periodicals; a table with propaganda handouts; a phonograph playing classical and folk music of the exhibiting country; a small self-contained movie unit; and an attendant who has a good command of the language of the host country. The attendant is usually prepared to supply information about where the books or records can be purchased locally and to take orders for shipment from the country of origin.